ABSTRACT

A method of processing an online purchase request from a customer includes steps of receiving a first online purchase request for a first item; retrieving pre-stored information about the customer and generating a first quote that includes an identification of the first item

5 and the retrieved information. Modifications may be made to the first quote, which lasts at least until a consolidation interval has elapsed. The first quote is converted to a first executable order for the first item when a quote conversion process determines that the first quote has remained unmodified at least for the consolidation interval. A second online purchase request for a second item may be added to the first quote when the second online

10 purchase request is received before the first quote is converted into the first order or when the first quote has remained unmodified for a period of time that is less than the consolidation interval. A second quote may be generated when the quote conversion process determines that the first quote has remained unmodified for a period of time greater than the consolidation interval. The quote conversion process may run continuously or may be

15 launched at a selectable interval. The consolidation interval may be measured, for example, from the time at which the quote conversion process is launched.

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